The Diamond White Grape

GENEVA
RARE
SB
389
D51
1890

THE

Diamond White Grape Co.,

Capital Stock, $20,000.00.

OFFICERS AND DIRECTORS.

PRESIDENT,	- - - -	W. S. LITTLE,	Rochester, N. Y.
VICE-PRESIDENT,	- - - -	J. L. HOTCHKISS,	" "
SECRETARY,	- - - - -	J. F. LECLARE,	" "
TREASURER,	- - - - -	JOHN CHARLTON,	" "

DIRECTORS.

W. S. LITTLE, J. F. LECLARE,
J. L. HOTCHKISS, JOHN CHARLTON,
H. P. FREEMAN, Rochester, N. Y.

ANNOUNCEMENT.

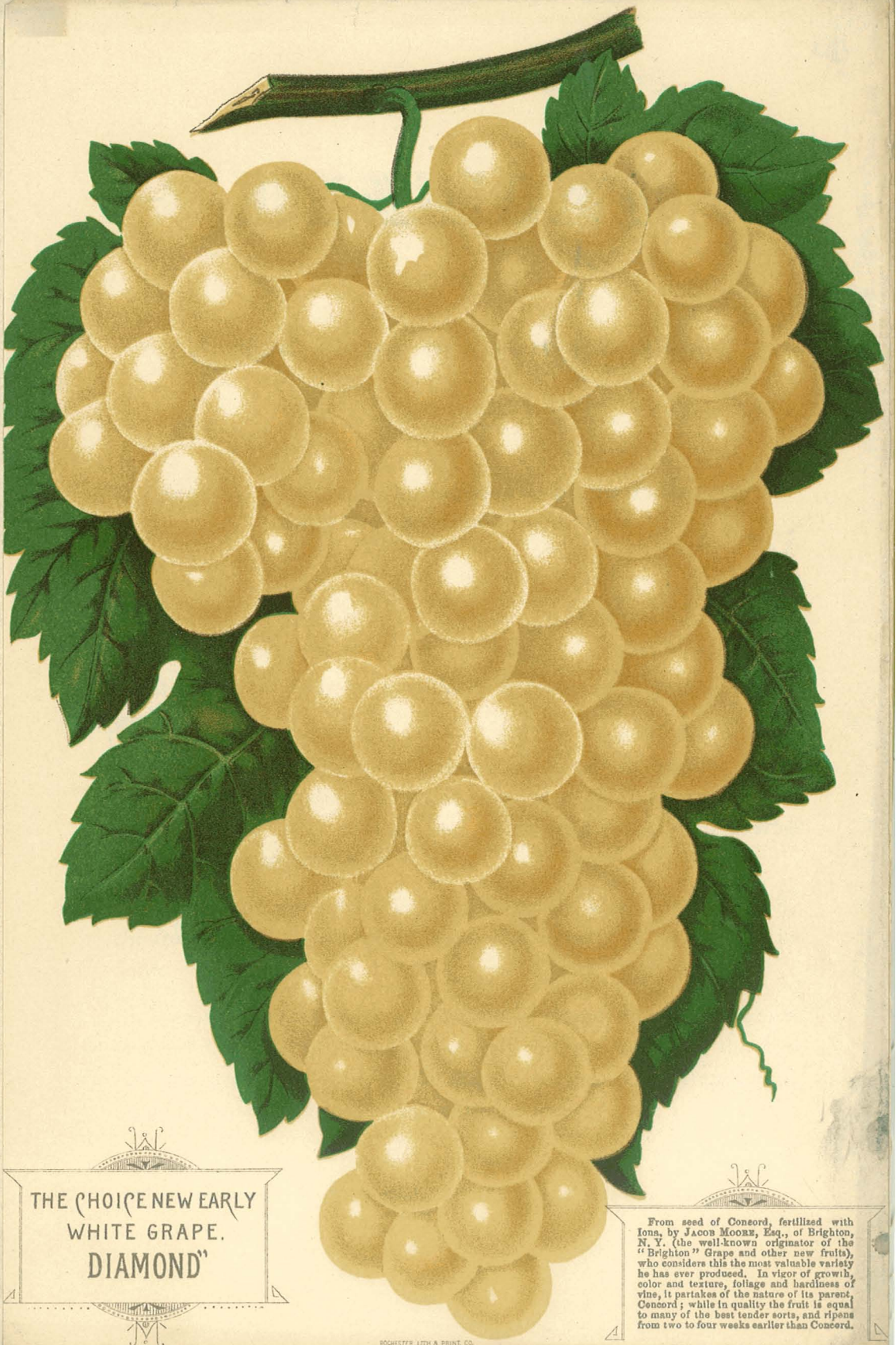
THE unparalleled success which the Moore's Diamond Grape has achieved in the thorough tests which have been made of it in all parts of the country during the past eight years, and its unquestioned adaptability for general vineyard purposes in all sections, having convinced me that I cannot do full justice to the large and constantly increasing demand for vines of this variety which is springing up everywhere, in an individual way in connection with my large and increasing general nursery business, I have assisted in forming a Stock Company for the purpose of propagating this Grape exclusively, and placing it upon the market on a large scale. This Company will be known as the **DIAMOND WHITE GRAPE CO.**, and will be located at Brighton and Rochester, N. Y.

I have turned over to the Company my proprietary interest in the Grape, together with my entire stock of vines and wood, and my good will and control.

Having secured the entire stock of this variety when there was only one vine of it in existence, my stock has all been propagated from the original vine, and all vines of this variety in existence have passed out through my hands. The Company will continue to propagate from the original vines, and with an abundance of wood will be enabled to propagate all vines from hard wood, thereby assuring strong, vigorous and healthy plants, not enfeebled by forcing from green wood, as is too often the case with new varieties when wood is scarce.

With sincere thanks and kind wishes to all my old customers in the "**Moore's Diamond**" trade, I respectfully solicit their continued patronage in the New Company, whom I have the honor to represent as Secretary.

Rochester, N. Y., January 7th, 1889. **J. F. LeCLARE.**

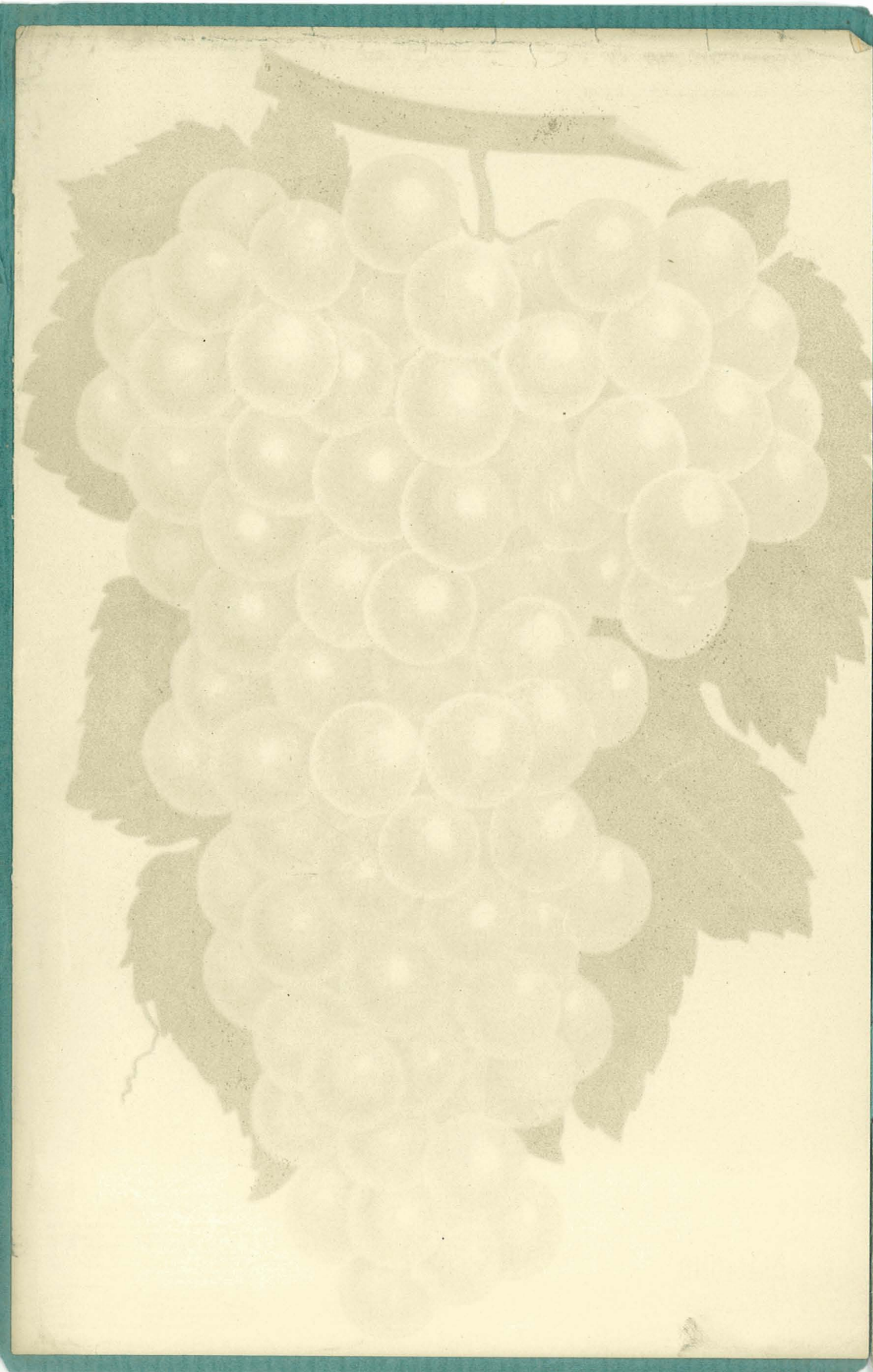


THE CHOICE NEW EARLY WHITE GRAPE.

DIAMOND"

From seed of Concord, fertilized with Iona, by JACOB MOORE, Esq., of Brighton, N. Y. (the well-known originator of the "Brighton" Grape and other new fruits), who considers this the most valuable variety he has ever produced. In vigor of growth, color and texture, foliage and hardiness of vine, it partakes of the nature of its parent, Concord; while in quality the fruit is equal to many of the best tender sorts, and ripens from two to four weeks earlier than Concord.

ROCHESTER LITH. & PRINT. CO.



THE

DIAMOND

IS

"A New Grape of Great Excellence."

Conceded by our best authorities to be the Finest White Grape ever produced in America.

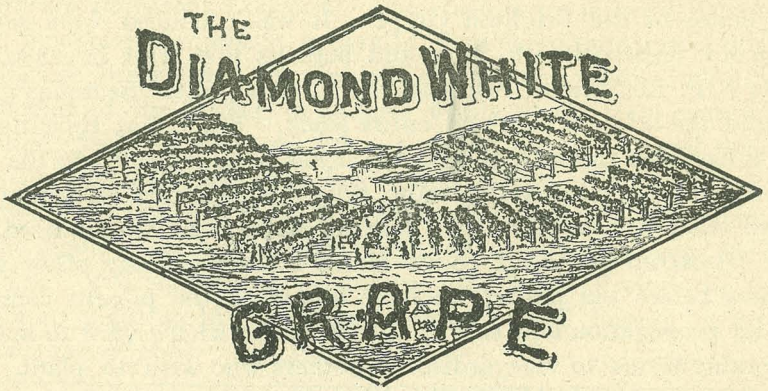
It has all the desirable qualities of a first-class table and market grape.

Its growth is strong and vigorous. Its foliage is healthy, leaves large and thick, indicating an unusually strong lung power, (the leaves are the lungs of the vine), showing a capacity to nourish and ripen a large crop of fruit.

The foliage never drops but remains on the vines until killed by the frost. It is an abundant bearer and never fails to mature its fruit.

Its early ripening insures its successful introduction over a larger territory than that of later varieties. It ripens evenly and the berries are large and uniform, the clusters compact and symmetrical, clinging tenaciously to the vine until harvested.

It is a good keeper, consequently a good shipper. It has splendid rooting capacity, the roots being plentiful and running deep.

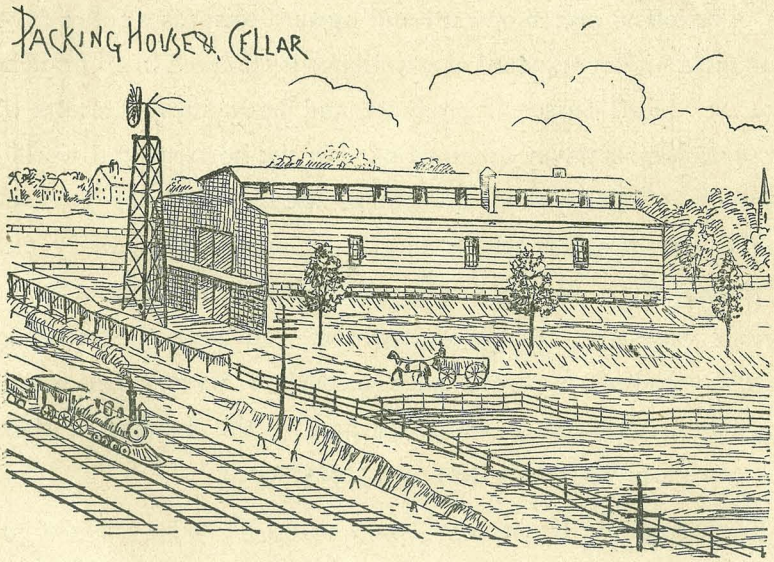


THIS is an age of progress and improvement. The steady, resistless march onward and upward towards a fuller development and a higher standard of excellence is observed in all branches of trade, and in all classes of products, and has achieved results which *past generations* never dreamed of. In the horticultural world this progress has been marked and rapid, and one need not go back to observe the advance which has been made, particularly in the originating from seed and processes of hybridization of new and superior varieties. The advantages derived from the introduction of new varieties, however, have associated with them some disadvantages, the worst of which, perhaps, is the flooding of the land with new varieties which have no special merit.

In offering the DIAMOND to the public, we do so with the knowledge that it has been put to the most thorough tests for the past eight years that any new variety has ever been subjected to. It has been fruited north, south, east and west, and the universal verdict is: "*The best White Grape, all points considered, which has ever been produced in America.*"

ITS HISTORY.

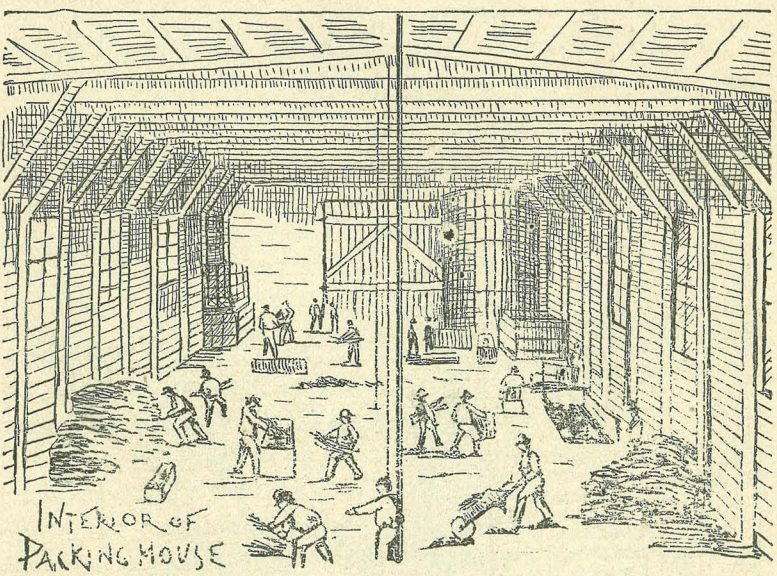
The DIAMOND originated with Jacob Moore, the well-known originator of the Brighton Grape. It was produced from seed of Concord, fertilized with Iona, and bore its first fruit in 1880. In 1884 J. F. LeClare, of Brighton, N. Y. (our present Secretary), purchased the original vine and entire stock. Since that time its progress has been carefully noted, and it has been subjected to the most trying tests; each year has more fully demonstrated its superiority to all other known varieties. Having become fully convinced that the DIAMOND is in all points far in advance of any other white variety before the public, we have organized the present company for its propagation and sale on a large scale, with a view to making favorable terms to vineyardists and others who wish to plant. We have arranged with Mr. LeClare for the entire stock of plants and wood, as stated in his card on another page, thereby giving us full control of the same.



DESCRIPTION.

The DIAMOND is a pure native, being a cross between Concord and Iona. The vine is a vigorous grower, with even jointed wood, which always matures perfectly and retains its foliage, even in the

most unfavorable seasons. The leaf is large, dark, glossy green, resembling its parent Concord. The clusters are large, always well filled, moderately compact, generally shouldered, and often double shouldered; berry about the size of Concord, and retains its full size to the end of the cluster; it adheres firmly to the stem even when over ripe; flesh melting and juicy, sweet to the center, *and entirely free from foxiness;* skin thin, but sufficiently tough to bear packing and handling well. Two weeks earlier than Concord or Niagara, it will be readily seen that the DIAMOND ranks among our very earliest varieties. It is enormously productive, one hundred vines the third year from planting in our experimental vineyard having produced over *one ton of fruit.*

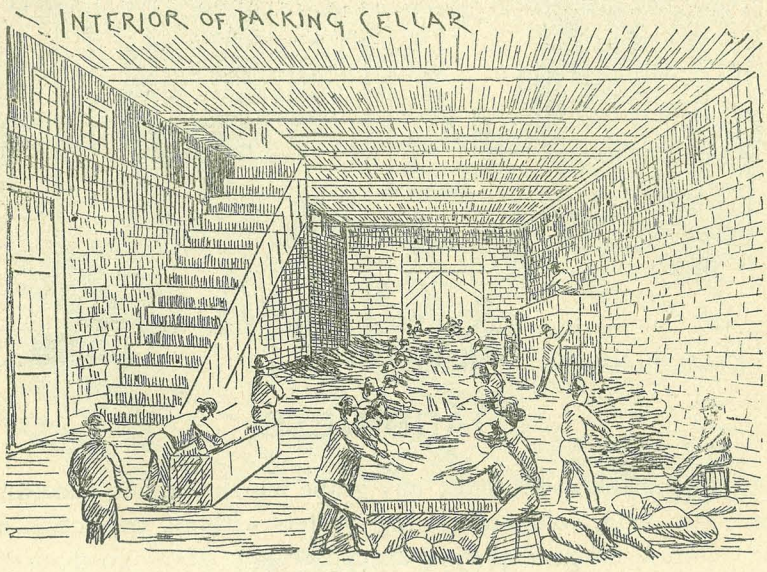


HARDINESS.

In our northern latitudes any grape which cannot successfully endure our long, cold and trying winters withont protection must prove a failure for general vineyard planting. Many good varieties, having a slight tinge of foreign blood, resulting from hybridization with foreign sorts, have been discarded simply for this reason; the DIAMOND has always successfully withstood our winters, and come out sound to the very tip, without the least protection; it has a *hardy constitution*, which is one of the first essentials for a successful, popular and profitable grape.

EARLINESS.

Past experience has proved conclusively that late grapes in our latitude are a failure. The vineyardist who invests his land, money and time in a vineyard of a late variety must be continually harassed by fears that "the fall may be cold and wet, and if so my grape crop will be a complete failure." *An early variety always commands the highest prices.* It is not an uncommon thing to realize 10 to 15 cents per pound for Delawares, while Concords and Catawbas, in favorable seasons, will not bring over 3 to 6 cents. With a variety like the DIAMOND, which is *earlier than Delaware, equal to it in quality, and large and productive as Concord, the very highest prices are sure to be realized.* Southern vineyardists, who realize 25 to 40 cents per pound for late sorts, can place the DIAMOND in northern markets two or three weeks earlier and realize much higher prices. *Can you afford to neglect your interests by not planting largely of the Diamond?*



QUALITY.

White Grapes in this country are of comparatively recent introduction. A few years ago the idea seemed to prevail that all white varieties were too tender and delicate for general planting in our

climate. This idea originated, no doubt, from the fact that the white varieties then in vogue, such as the Rebecca and Croton, although of fine quality, were delicate and tender and generally proved a failure. A reaction then set in, and the universal cry was for a "hardy White Grape." Propagators seemed to vie with each other in their efforts to produce such, and the result was that in aiming towards *hardiness* they completely lost sight of *quality*. The public demand to-day is for a white grape which is HARDY, PRODUCTIVE, EARLY and GOOD; and these qualities are all most happily combined in the DIAMOND. The coarse, thick skinned, pulpy and foxy white grapes now on the market must give way to the DIAMOND, for it possesses MORE GOOD QUALITIES THAN ANY OF THEM, *without any of their defects.*

No Foxiness about the Diamond

The quality of most of our native varieties is seriously impaired by the peculiar "foxy" flavor which characterizes them. The peculiarity of the DIAMOND is that although a pure native, with all the characteristics of a native otherwise, it is ENTIRELY FREE FROM THIS DISAGREEABLE FOXY FLAVOR AND ODOR.

The Diamond Retains its Color.

Color in fruit is an important consideration, and has much to do with its success or failure in market. Grapes which are "off" in color are generally unsaleable, even though perfect in other respects. Upon this point we quote from a letter received last season from a well-known vineyardist on Lake Keuka, N. Y. "The DIAMOND ripened with me about September 1st (all varieties were two weeks later than usual last year). I allowed several clusters to remain on the vines *until after my Catawbas were ripe and picked*, and they were then in perfect order, not a berry having dropped from the stems. I picked some clusters of Niagara and Pocklington and laid away beside them. To-day, December 5th, the DIAMOND retains its beautiful color, while the Niagara and Pocklington have turned a dull, gray, ashy hue."

The Diamond a Good Keeper.

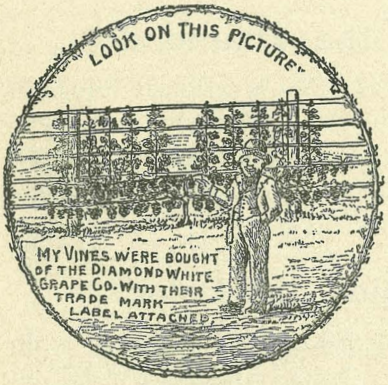
As we have before stated, the DIAMOND adheres firmly to the stem, and never drops its berries. This is, perhaps, the first requisite for a good keeper. Three years ago several clusters were laid away

in September in an unused drawer, and forgotten. By accident they were discovered the following summer, and had dried on the stems to a very fair quality of *raisins*, not one berry having dropped off. We have the fruit now (January 12th) in good condition, and it bids fair to keep for some time yet.

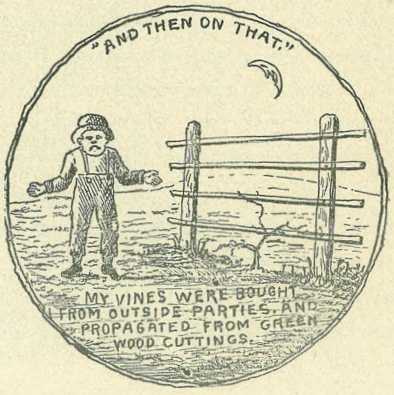
Extra Quality of Our Vines.

Our DIAMOND vines are all propagated from hard and well ripened wood, and may be relied upon for healthfulness and vigor.

Purchase only Genuine Diamond Vines.



It is an old saying that "Counterfeits are not made upon a broken bank." It is only the articles of real merit which are imitated and counterfeited. This being the case, it would not be strange if unprincipled parties should attempt to deceive the public by taking orders for DIAMONDS, and filling them with spurious vines. It has been done with other varieties, and it is proper that the public should be on their guard. To protect our patrons from imposition of this kind, all vines sent out by us will bear *our trade mark label* a *fac simile* of which we give herewith :





Testimonials from the Press.

We give below a few extracts from the many articles which have at different times appeared in the public press, written by disinterested parties, which tend to show the estimation placed upon the Diamond by those who know it most thoroughly.

[From Vick's Monthly, October, 1887.]

"The DIAMOND was very little, if any, later than Delaware, and may be said to ripen with it. The merits of this variety are not yet well known. It is white or light colored, becoming whitish rather than yellow at maturity, at which time it is translucent, with a white bloom. The bunches are large, probably equaling Pocklington in this respect, often shouldered. and sometimes double shouldered ; berries large, averaging larger than those of the Niagara ; skin thin but tough ; berries hanging well to the peduncle even when very ripe ; flesh melting and juicy, sweet to the center, and the foxiness peculiar to all our native varieties is in the Diamond almost entirely eliminated. It comes nearer to the quality we demand in a first-class exotic grape than any other native variety with which we are acquainted. The Diamond equals and even surpasses the Niagara and the Pocklington in appearance, while in quality they fall so far below it as to be unworthy of comparison. The vine is a strong grower with healthy foliage, and a very abundant bearer. The Diamond must assuredly come to the front as the first among the white varieties of our native grapes."

[Extract of letter from Judge Samuel Miller, the Veteran Horticulturist of Missouri, in Vick's Monthly, December, 1887.]

"The Diamond Grape."

"It pleases me to see in the last number of your excellent magazine, the way in which you describe the above grape. If your readers will refer back a year or two, they will see that our ideas agree on its merits. I consider it, to-day, the finest white hardy grape in the country. Those who have a vineyard of Concords, the fruit of which brings them three cents per pound, would make a nice thing of it by grafting it over with the Diamond."

[From the Horticultural Art Journal, January 15, 1887.]

"Moore's Diamond."

"The vine is a vigorous grower, with large, dark foliage, ripening its wood, which has stood without any protection through our severe Western New York winters. It is a prolific bearer, producing bunches fully equal to that shown in the engraving. The quality is first-rate, superior to many others now before the public. * * * We have a friend who is well acquainted with this vine and its history, and asking him what fault the *Moore's Diamond* had, he answered that he was unable to name any.

We hear good reports of it from all sections, and hope it will sustain the wide-spread reputation it has acquired"

[From the Horticultural Art Journal, September, 1888.]

"*Moore's Diamond.*" In company with some twenty-five of the leading Nurserymen and Fruit Growers of this section, we had an opportunity of examining a small plantation of this variety, including the original vine. We found the vines overloaded with large, compact and handsome bunches, of excellent quality, fully sustaining our opinion as before expressed. We regard this, all things considered, as the best white grape we have seen this season."

[From "Popular Gardening," December, 1889. "Horticultural Notes by Judge Samuel Miller, of Missouri."

"New Grapes."

"Among the new varieties I notice an important one not often enough mentioned. Moore's Diamond has fruited with me three years, and is so superior to any other white grape we have that all others are left in the shade in point of quality. While the Niagara, Pocklington, and Empire State are fully what is claimed for them, the Diamond is equal to any of them in size of bunch, and nearly so in berry; the vine is of the hardiest kind, vigorous and healthy, very productive, and in *quality forty per cent. better than either.* It is the coming light grape, or is rather here to stay."

[From Vick's Magazine, May. 1888.]

"A Raisin Grape."

The raisin industry of California promises to become very important and quite remunerative. The climate of the central and southern part of the state is most favorable for drying fruit, and there is the center of this enterprise. The two important factors in raisin-making are a suitable variety of grape, and a dry climate—one not subject to dews, fogs or rains for weeks while the fruit is drying. Though the region of California mentioned is not exempt from fogs and rains, yet they are infrequent, and the necessity of protection to the drying fruit is not experienced often enough to make that feature of the work very burdensome. The variety of grape from which the raisins are made is the Muscat of Alexandria, which is better known to most of our readers as the Malaga grape of the shops, which comes to us from Spain, packed in cork dust, in small casks. A white grape makes a raisin of better color than a red or dark one, though in Europe both red and black varieties are used to some extent. In Santa Clara County, California, where the temperature at the drying season is not so high, nor the air so dry as more southern counties, the grape growers have resorted to the use of grape dryers or evaporators, and with success, and the practice is extending; many tons of raisins were made there, in that manner,

last year. The method is to expose to the sun for a few days, and then remove to the evaporator, and finish up with a slow heat.

In the South of Europe, the making of raisins by artificial heat has long been practiced, and such practice is not now a question of experiment. The only question in regard to it is how much better it can now be done with modern devices and improvements than heretofore with less perfect appliances.

With these facts in view, there is no reason why we should not be able to make raisins in this region if we can produce the right variety of grape for the purpose, and this we believe we now possess in the Diamond. It is a beautiful white grape, of good size, with a thin, but sufficiently tough skin, seeds small and few, ripens early, flesh breaking, melting, no toughness at the center, no foxiness, sweet, and superior in quality to Muscat of Alexandria. Why should not this grape, grown in the lake regions of this state be made into raisins? The demand for the fresh fruit of this variety for the table, will probably be so great that several years will elapse before raisin making will be undertaken, but in time, there is good reason to believe the Diamond will be preserved in this manner.

[From Rochester Morning Herald, October 2nd, 1888.]

"Moore's Diamond."

A NEW GRAPE OF GREAT EXCELLENCE.

"In our illustration is shown a new variety of grape, which according to as high authority as Vick, is 'of remarkable merit and will take a place above any white variety yet known.' It is said to be a cross of Concord with Iona. It originated with Jacob Moore, who produced the Brighton.

The bunches are large, compact, shouldered and sometimes double shouldered, very handsome. Berries large, white, with a whitish bloom; skin thin, but tough; berries cling well to the peduncle; flesh melting, juicy and sweet to the center; vine a strong grower and abundant bearer."

[From Weedsport Sentinel.]

Yesterday J. W. Burwell, who has several times canvassed this section for nursery stock, brought to our office a cluster of the new grape originated near Rochester, called "Moore's Diamond." He also had a basket to show what the fruit really is—and it was as fine a basket of grapes as we ever saw, the clusters are very large, most of them shouldered. One weighing 12 to 16 ounces is common, and one weighed the wonderful amount of 22 ounces. The color is green, with what we would call a slight turn from that toward straw color. The berries are round, remarkably compact, the skin thin, but sufficiently tough to bear shipping well, the seeds small, and the flavor—but then we can't describe it; one must taste to appreciate it. It is one of the most promising of the new grapes; it has been tested for several years, is a great bearer, is hardy and is now ready to sell to fruit growers. They should all see it and look into its value.

Opinions of Others.

HOPE RANCH, SANTA CRUZ, Cal., August 25, 1890.

GENTLEMEN—In reply to your favor of August 18th, would say, that the two Diamond White Grapes you sent me seem to be healthy, and doing moderately well. They have each fruited two or three bunches of grapes which are now ripe, and of very fine flavor. I predict that they will find ready sale as a table grape. The berries are about the size of the Catawba—not nearly so large as the Muscat.

Fraternally yours, D. EDSON SMITH.

CATAWBA, N. Y., Sept. 2, '90.

Diamond White Grape Co.:

GENTLEMEN—I am glad to be able to state that the Diamond will fully justify my statement of two years ago, made before the Horticultural Society at Rochester, that the Diamond ripened with me that year about ten days before the Delaware. My Diamonds are ripe enough to ship, while my Delawares cannot be shipped under ten days yet. Everybody is simply delighted with the Diamond, that see it. Clusters are large, and mostly shouldered and compact enough to pack nicely for shipping.

Yours truly, GEORGE SANDERSON.

[*From C. W. Seelye, Esq., of Rochester, N. Y.*]

DEAR SIR—In reply to yours of the 8th inst., I will say that in my opinion, "Moore's Diamond" is the finest white grape, all points considered, that has yet been produced in this country—far superior to Niagara and Pocklington, which are coarse in comparison with it. It ripened with me about with the Delaware.

Yours very truly, C. W. SEELYE.

[*From J. T. Lovett, Esq., New Jersey.*]

DEAR SIR :—I am much pleased with "Moore's Diamond." It is well named, for it is, I think, a gem of the first water. The berry is of good size and shape, and the color—greenish amber—renders it very attractive. Clusters of good size and form, mostly shouldered and just right as to compactness; quality rich, sprightly, sweet, excellent, with soft, tender pulp. The samples came in good condition, and I judge it a good shipping and keeping grape. I had a hard day's work yesterday, judging fruits at our State Fair at Waverly; the display of grapes was unusually large and fine, yet among them all I found none that united in so eminent a degree, beauty and fine quality, as "Moore's Diamond." If, as you say, it is so early and productive, you have, I think, a grape of untold value.

Yours truly, J. T. LOVETT.

[*From S. D. Willard, Esq., Vice-President Western New York Horticultural Society.*]

DEAR SIR :—Yours of the 16th at hand, as also the basket of grapes, for which you have my sincere thanks. It gives me great pleasure to say that I regard the "Moore's Diamond" as very excellent in quality, and superior to anything in the shape of white grapes that I have ever seen, that ripens so early. It seems to me, when introduced and well known, it must be received with great favor by all who can appreciate fine fruit. Yours very truly, S. D. WILLARD.

[*From A. S. Fuller, Esq., New Jersey.*]

The box of "Moore's Diamond" grapes received in good order. It is of excellent quality, pulp tender, bunches large, berry medium. It is far superior in quality to the Niagara or Martha.

[*From E. Kelly, Esq., Ontario, Canada.*]

DEAR SIR :—In reply to your inquiry as to my opinion regarding the "Moore's Diamond" grape, would say : After an impartial test of the past two seasons, I have no hesitation in pronouncing it the *best white grape* now before the public, and one that should be in every collection. In point of flavor, it has no equal among the native white grapes, and is equal to some of the foreign varieties, resembling Chasselas. As hardy as the Martha, and at least three weeks earlier than that variety. It is a strong grower and prolific bearer

[*From Isaac Lane, Caldwell, N. J., October 15th, 1887.*]

"The Moore's Diamond grape received in spring of 1886 had a few bunches of fruit on the vine the following summer, and this past summer it bore over half a bushel of the sweetest and finest grapes I ever tasted.

[*From Vick's Magazine, January, 1889.*]

The Diamond Grape, of which a most favorable opinion has heretofore been expressed in these pages, has as yet shown no fault or flaw in any respect in any essential quality of vine or fruit, and it undoubtedly now stands in advance, all things considered, of all the varieties of white native grapes in cultivation. Its season is but little, if any, later than the Delaware. It must become very popular when well known.

OFFICE GANUNDAWAH FRUIT FARM,
VINE VALLEY, N. Y.

After a fair test of the Diamond Grape in vineyard culture, giving it no advantage in cultivation over any of the best and well known hardy varieties, I believe it to possess all of the qualities requisite to a first class vineyard grape. I know of nothing that can be said against it, but everything in favor of its thriftiness, health and hardiness, and its quality is superb. EDWARD P. SNELL.

OFFICE OF THE HIGHLAND GRAPE CO.,
CANANDAIGUA LAKE.

Diamond Grape Co.:

GENTS—In reply to yours of the 10th inst: I have watched the Diamond for the two past seasons with interest, and am favorably impressed with it. With us so far it has shown itself to be a vigorous grower, hardy and healthy and abundant bearer. Fruit very handsome, early, of excellent quality, and is a pleasing contrast to the foxy abominations which have recently been forced upon credulous amateurs. I hope and expect to see the time in the near future when *quality* will govern prices, and I believe the Diamond possesses in a large degree features that will insure its success with vineyardists. Yours truly, J. N. WILLIAMS, Pres't.

BLOOMINGTON, Ill., March 3, 1889.

DEAR SIRS—When I saw the first vines of your celebrated Diamond grape and examined wood and roots, I was satisfied that it was vigorous and healthy. And when after planting in my experimental vineyard, I had opportunity to study the texture of its foliage, and still later the quantity and quality of its fruit, its earliness in ripening, etc., I was more than ever convinced that the Diamond is the PRINCE of all the new white grapes yet. My forty years' experience in the vineyard with most flattering success, qualifies me, I think, to express an opinion of this kind, which has weight. Last year (1888) 200 of my Diamond vines gave me the *earliest and finest fruit that I had out of 130 varieties, which I have in bearing.* The growth of wood and cane last season, which was a very unfavorable one, superceded all my other varieties, and there is every indication of a large crop this year.

Yours truly, DR. HERMAN SCHROEDER.

THE MONROE COUNTY SUN,
WILLIAM E. SPENCER, EDITOR,
Clarendon, Ark., Aug. 24th, 1889.

The Diamond Grape Co.:

DEAR SIRS:—The "Diamond White Grape" that you sent me some time in the early spring, is prospering nicely. It is about five feet tall and has eight well grown branches. Under the circumstances, the growth is surprising. I knew but little of grape culture; and set out the vine according to my own ideas. But it has prospered and shows every indication of a healthy growth. The vine was but eight inches long when received. I consider its growth little short of wonderful.

Yours truly, WM. E. SPENCER.

Mr. E. P. Powell, an experienced grape-grower, mentions in *Garden and Forest*, Brighton, Gærtner and Salem as his choice of red grapes. For white grapes he does not hesitate to take Diamond for the head of the list. He thinks it has been sufficiently tested and by the best judges in all parts of the Union. He has not seen one severe stricture on its quality, growth, habit or bearing qualities.

PEACH TREE AND GRAPE VINE NURSERIES OF
JOHN S. BARNHART,
Denton, Md., Aug. 18th, 1890

Diamond White Grape Co.:

GENTLEMEN:—Yours of 12th August received. The Diamond Grape ripened a fair crop of fruit this season without bagging or other protection. It retains its foliage late in the season, quality excellent and nearly as early as Moore's Early.

Respectfully yours, JOHN S. BARNHART.

OFFICE OF TICE C. KEVITT,
Propagator of Grape Vines, Small Fruit Plants and Nursery Stock,
ATHENIA, N. J., ———— 1890.

DEAR SIR:—In reply to yours of 21st inst., I will say that I feel confident that it is one of the most promising of all new blood, and one that bears a full crop faithfully. With so eminent a grape you will renew grape culture in all parts of the Union.

Yours truly, T. C. KEVITT.

OFFICE OF SILAS WILSON'S GRAPE NURSERIES,
Atlantic, Iowa, August 21st, 1890.

Diamond Grape Co.:

GENTLEMEN:—In reply to your favor of late date, will say the vines received from you two or three years ago promise well; they are full of fruit this year, fine, large clusters, of fine quality. I think the best grape I have on my grounds out of sixty varieties. It is as early as Moore's Early with me. The Diamond has in my opinion a great future. Yours truly, SILAS WILSON.

OFFICE OF DR. H. SCHROEDER,
Horticulturist and Nurseryman,
Bloomington, Ill., February 7, 1890.

To the Diamond White Grape Co.:

GENTLEMEN:—I am some forty years in the vineyard business here, and have tried 350 different varieties, of which at least 300 are worthless, or were superseded by newer and better varieties, but I have not seen or tested yet a better white grape than the "Diamond." I believe that I was—at least in the West—the first large planter of several hundred of the Diamond after I closely examined the first vine of them in root, bud and wood, I was favorably impressed that it "must be a superior vine." I watched the growth of the vine almost daily and seeing and tasting the first fruit of them my mind was made up, and I ordered (and planted) a hundred more of the vines in my experimental vineyards. The vines were not covered the last three falls and stood the winter at least as well as the Concord. Last year the fruit was really splendid, unsurpassed. I spread on one of the tables in my office a layer of grapes and kept them there for six weeks, until they got like raisins, and good ones. The grape is several weeks earlier than Concord, growth immense, and fruit sets well

Yours truly, DR. H. SCHROEDER.

[*Extract from a letter written by F. C. Perry.*]

BOSTON, Mass., Jan. 8th, 1890.

Diamond Grape Co.:

GENTLEMEN:—Yours of Jan. 6th at hand. In reference to the quality and time of ripening of the Diamond White Grape, I cannot now call to mind the time of ripening as to date, but will say that they were on a long trellis, with several varieties, and the Diamond ripened TWO OR THREE WEEKS BEFORE ANY ON THAT TRELLIS. The flavor was excellent. I wish three quarters of my vines were the Diamonds.

Yours truly, F. C. PERRY.

In the proceedings of the Western New York Horticultural Society for 1890, we find the following references to the Diamond White Grape: "Mr. Green regards the Diamond as a promising grape, fine in quality, handsome clusters, productive, with something of the Iona flavor."

Mr. T. S. Hubbard saw the Diamond at Bluff Point last season. It was very healthy, bore good clusters, a good sized berry, ripening before the Concord. The foliage was healthy, more so than the Catawba, it was earlier than almost any other grape in the vineyard.

Mr. C. M. Hooker said the Diamond first fruited on their place and was very promising. The foliage always healthy, the vine a vigorous grower. Strong leaved and productive, RIPENING BEFORE CONCORD, NIAGARA, EMPIRE STATE OR POCKLINGTON The bunch was large sized and handsome, and the fruit of good quality. Superior he thought to the varieties above named.

What Shall We Do to be Saved?

Was the title of a paper recently read in Western New York before a Farmers' Club.

This question is of the utmost importance in more senses than one. We shall only consider it in its relation to the ordinary farmer of to-day.

Why is farming (especially in the Eastern States) unprofitable? For several reasons. We will only mention the following:

Land in the East and older States is worth from seventy-five to one hundred dollars per acre. To insure a crop expensive fertilizers must be used. Farms and fields are smaller, necessitating more labor for the number of acres tilled, while your yield is less than that of Western lands, that only cost from one to five dollars per acre. This soil requires no fertilizers, less labor, the yield of grain is greater, and the price nearly as high.

The solution of this problem seems easy. As the West cannot grow fruit in paying quantities, let them raise the *grain* while the East raises the *fruit*.

The time is not far distant when farmers living in locations where fruit can be successfully grown will raise less ordinary farm crops and more fruits.

A Word to Vineyardists.

There are many vineyardists to-day who have the late or common varieties of grapes, who are nearly discouraged, and who have come to the conclusion that grape-growing does not pay, all of which, under their system of doing business, may be true.

The failure is due to one of two causes. If you have late varieties, there is constant anxiety for fear your crop will not mature before the frost comes. There is a great temptation to gather your fruit before it is ripe. It would be better for you in the long run to allow your grapes to freeze on the vines rather than send green fruit to market. There is nothing that will glut a market so quick as unripe fruit. There is no danger of an over-supply of choice, ripe grapes.

The second reason of failure is (although your fruit may be good) that you do not get proper return for your crop, having to rely upon the honesty and business ability of commission men you know nothing about to make your sales and returns. Vineyardists who ship on their own account know what this (in too many instances) means.

By planting a vineyard of Diamond White Grapes, and becoming a member of our Market Company, you can ship your other varieties of grapes, as well as all other productions of your soil, to the same houses that handle your Diamonds, securing the benefits of our system of marketing.

We desire to have you investigate the subject for yourself, and if you do not find that it will be for your interest to plant a vineyard of Diamond vines, our advice is, "don't do it."

TO FARMERS

Farming is paying but little. Why not lessen your acreage of common farm crops and plant a portion of your land to grapes?

With our assistance you can grow grapes as well as corn.

Can you afford to raise grain on land that will raise grapes?

We copy the following estimates, compiled by an expert for one of our agricultural papers:

Eighty acres of pasture land for cattle or sheep will yield	$200
Twenty acres of barley will yield	200
Twenty acres of oats will yield	200
Twenty acres of wheat will yield	200
Five acres of alfalfa produce	200
Four acres of apples yield	200
Two acres of apricots yield	200
Two acres of plums yield	200
One acre of peaches yields	200
Two-thirds of an acre of Bartlett pears yields	200

These estimates are for the bearing years. When you take into account the fact that these grains and fruits do not bear a full crop oftener than every second or third year, you have the exact amount of income from twenty acres of land in the above-named crops.

No fruit or grain is so certain to bear a good crop every year as grapes. No water protection necessary to grow Diamond Grapes successfully. You can verify this assertion by referring to the vines in your own yard. With no cultivation and very little trimming you can hardly remember of a failure.

Now let us make an estimate of what you might expect if the above-named twenty acres were planted to Diamond Grapes:

The average yield of the common varieties in Chautauqua county, N. Y., as reported by a committee appointed by the Western New York Horticultural Society, is twenty pounds per vine. There are five hundred vines on an acre; on twenty acres there would be ten thousand vines; if each vine (when it came into full bearing) produced twenty pounds (and these fine table grapes should ever sell as low as three cents a pound, the price of the common varieties

some seasons), what would be your gross receipts from your twenty acres?

10,000 vines.
20 lbs per vine.

200,000 pounds.
.03 cents per pound,

$6,000.00 total for your twenty acres.

When you take into account the fact that you expend no more labor in the cultivation of your twenty acre vineyard than you would the same number of acres in any hoed crop, *is there any reason why you should not plant some Diamond vines?*

The Diamond Grape Market Company

Is composed of our planters.

The stockholders in this company are limited to the men who buy their vines of *The Diamond White Grape Company.* Our vineyardists are entitled to one share of stock to each acre of vines owned.

Our Lithographic Trade Label,

Which characterizes our brand of grapes, is finely executed, and is a guarantee to the dealer and consumer that packages bearing this label contain only choice Diamond White Grapes, fully ripe and true to name, which establishes a reputation wherever your fruit is sold, that no amount of outside competition can overcome.

In addition to this, each grower has a number and private trade-mark that he attaches to his baskets, which will enable him to make a personal reputation for *his own brand of grapes.*

To protect honest planters these labels will not be furnished to parties who knowingly and persistently place them upon other than the choicest Diamond Grapes. The right to use this label will be taken away from any one violating the above rule.

Well-selected ripe fruit, carefully packed, will bring higher prices than the same fruit carelessly put up. Dealers will tell you that their fancy brands are the easiest to sell, even at a higher price, and are always closed out first.

By becoming a member of our Market Company, and availing yourself of the benefits of our market system, you are relieved of the anxiety and annoyances incident to the marketing of your fruit, and you are sure of obtaining the highest market price without incurring the risks attending shipments on your own account.

Our Company obtains the lowest possible freight rates over the different railroads.

It secures prompt service in consequence of the magnitude of the business (which a private individual could not do).

It has an agent in every market where your fruits are shipped, whose business is to receive each consignment of fruit, to see that it is promptly and carefully unloaded.

If any of the fruit has been injured by the railroad in transit, to collect the damage for the same.

To watch the market, supplying each wholesale dealer with what fruit he can sell at the market price.

To establish the price of Diamond Grapes for the day, and to see that every dealer adheres to it.

To see that weekly statements and remittances are made to our shippers.

To telegraph the home office each day the condition of the market, so that no more fruit may be forwarded than can be sold at a paying price. This gives the central office a knowledge of the state of the market throughout the whole country, and enables it to maintain a uniform price. Thus knowing the amount of fruit there is to handle, we can place the entire bulk evenly, giving each market just the number of baskets needed.

Under our market system the supervision of dealers is so complete that if any one of them fails to make full returns at the market price, he will no longer be furnished with fruit, and his name will be dropped from our list.

All the goods forwarded and sold by our Market Company in the large cities, whether it be grapes, other fruits, potatoes, vegetables, corn or wheat, in fact, any production of your soil, will be sold under the direct supervision of this company or its agents, and will

insure the careful handling and distribution to the dealer, taking his receipt for the same, which will show the grading and condition upon delivery, thus guarding the grower against fraud *better than the producer could do were he to accompany each shipment and personally see to the handling and sale of his own fruit.*

Is there any probability of over-production of choice white table grapes?

At least nine-tenths of all the grapes grown in this country to-day are colored, and inferior in quality (to say nothing of their color) to the Diamond White Grape, and if there were a hundred acres of white grapes planted for every acre now under cultivation there would not be an over-supply.

The increase in production is not nearly so great as that of consumption. In Philadelphia and many other markets there are a thousand times more grapes sold to-day than there were twenty years ago.

We are liable to forget that there are sixty-five million people in the United States to be supplied with fruit, and the number is rapidly increasing.

California grapes are being shipped to the Eastern markets at a profit, notwithstanding the fact that the freight costs as high as six hundred dollars per car. Dealers, whose time is money, prefer our brand of fruit (even at a higher price) to fruit equally good not bearing our trade label, because they do not have to spend any time in convincing consumers that "*some other brand is just as good.*" **It is one thing to raise grapes, but quite another to market them at a profit.**

The marketing (as hundreds of vineyardists who have to sell their own crop will tell you) with favorable results is more difficult than raising the fruit. Many old vineyardists fail just at this point.

Our supervision gives you the benefit of years of experience in growing and caring for your vines. We instruct so thoroughly that those who purchase vines of us commence better than many vineyardists (who have only had their own experience) leave off.

There are certain localities in many States where grapes are successfully grown in gardens, with little or no care. Where this can be done, we assure you that with proper cultivation you are sure to succeed with a vineyard.

Is a previous knowledge of grape growing necessary to make a success of raising Diamond White Grapes? Our answer is No, for the following reasons:

We do not sell our vines until one of our experts has visited your location and personally inspected the soil, surroundings and climate. If any of these are found unfavorable, we tell you frankly that we cannot furnish you with vines.

We only get a few cents per vine at the time of planting, taking the balance of our pay from one-half the net proceeds of your fruit. Thus you see that your success is our success, and your failure our failure. In view of this fact it is very important for us to place our vines only in good locations, with strictly first-class parties, which will be a guarantee that our vines will be properly cared for.

We send (at our own expense) practical men who understand the best methods of grape culture, gathered from the best vineyardists in all parts of the world, to teach you the methods of grape culture which experience has shown to be the most successful.

Our experts go from vineyard to vineyard as often as is necessary, to thoroughly instruct you how to plant, trim and trellis your vines, and, when they begin to bear, how to pick, pack and ship your fruit. Our Market Company sells your crop at the highest market price, returning your money directly to you.

The benefits to be derived from our instruction in the management of your vineyard and the marketing of your fruit are worth more to any man than we charge for our vines; so that you really get vines for a vineyard for nothing, as we only ask you to partly pay us for the benefits you receive from us in addition to the vines.

So you see that ANY MAN with sufficient intelligence, ability and push to properly manage a farm, will make a successful vineyardist.

TO PROSPECTIVE PLANTERS.

THE SUCCESS of the Diamond White Grape during the past season has been very satisfactory to our planters. Judging of the future by the past, we have the utmost confidence in the Diamond, and believe it, without exception, the **best and earliest white** grape for market and home use.

The vines have borne large crops and have ripened their fruit early; have proved themselves very hardy, not having been injured by the frost, when other varieties in the same field were badly frozen. They have been remarkably free from disease of any kind.

In view of these facts we have to congratulate those who have already planted Diamonds, and advise those who contemplate setting new vineyards, or making additions to old ones, to investigate the Diamond White Grape for themselves before deciding what to plant.

We select the following testimonials from many in our possession, which prove that the Diamond is worthy of the increasing confidence, and the fact is fast becoming established, that the Diamond is the most profitable of **all the early white** grapes to plant.

THE DIAMOND WHITE GRAPE COMPANY.

HAMMONDSPORT, N. Y., June 25, 1891.

The Diamond White Grape Co., Rochester, N. Y.:

GENTS—The Diamond Grapes you sent me last fall to work up in wine, and wished me to report on same as soon as it was in shape, I now can tell you what I think and know of them as a wine grape. I now have the wine after passing through the second fermentation and cleared up. I have some fine samples of wine from other white and red grapes, such as are used for champagne and fine wines, and I must say the Diamond is one we give the preference. It has always been the aim of the wine men and grape growers of this section to grow a white grape that would make a good champagne wine. All other white grapes have been a failure, as they have been too rank or foxy, but the Diamond is free from that flavor. I sincerely believe it will be the finest champagne grape that has yet been grown in this country.

Yours, C. G. WHEELER,
Secretary Lake Keuka Wine Co.

STERLING, Kansas, Aug. 4, 1891.

GENTS—In regard to the Diamond Grape I would say that the vigorous, healthy growth of the vine and the beautiful fruit, large, handsome, compact clusters would make it a very promising variety as a market grape, even without the superior quality that distinguishes this variety. I expect it to prove a very profitable market grape. I have not sufficiently tested its hardiness, as the past few months have not been very severe. Of the red grapes I place the Berckmans at the head..

Respectfully, E. P. FISHER.

CLINTON, N. Y., July 24, 1891.

The Diamond Grape, in my judgment, is one of the indispensable sorts for home and for market. It is grand in quality, a vigorous grower and very prolific of large, fine bunches. It stands as the first, best and all around grape, alongside Worden and Niagara. Any one wanting these grapes to make home happy can take them. I should add two more—Herbert and Brighton—but neither of them will bear a good crop planted by themselves. E. P. POWELL,

PLAINFIELD, Mich., Aug. 1st, 1891.

The Diamond W. G. Co.—We have fruited the Diamond for three or four years and consider it a very valuable grape. Our customers consider it the best in quality of any early grape in years. My own individual preference is for the Hayes for quality, but the Diamond is so much larger and finer in appearance, and the vine so much more vigorous, that we consider it the most profitable of all the early white grapes to plant. F. L. WRIGHT.

The New York Experimental Station of Geneva say in their ninth annual report about the Diamond: "The vine is a vigorous grower, and in general characteristics of wood and foliage inclined to the Concord. The bunches are of good size and adhere well to the peduncles, even when overripe. Skin firm, with white bloom, making it a good shipper and attractive in market. Although not given as extended a test as some of the other varieties, we should put this at the head of the list of all around white grapes."

The Diamond White Grape Co., Rochester, N. Y.:

GENTLEMEN—I consider the Diamond White Grape superior to any white grape grown in this section. Yours, etc., S. M. MALLORY.

Vine Valley, Yates Co., N. Y.

SEDALIA, Mo., Aug. 3, 1891.

The Diamond White Grape Co., Rochester, N. Y.:

DEAR SIR—I have had the "White Diamond Grape" for three years and bearing, and find it is of the very best quality. The vine is a strong grower, very prolific and produces plenty of healthy foliage on our prairies. I should judge this grape has come to stay. Very respectfully, PHIL. PFEIFFER.

LITTLE SILVER, N. J., July 27, 1891.

Diamond White Grape Co., Rochester, N. Y.:

GENTLEMEN—I have nothing to take from what I have said of the Diamond White Grape, it is behaving splendidly with us. All things considered, I esteem it the most valuable white grape that has yet appeared.

Yours truly, J. T. LOVETT.

GHENT, N. Y., July 25, 1891.

The Diamond White Grape Co.:

The Diamond has made very fine growth with me and set very heavily, with fine, compact clusters. It has been necessary to thin the fruit. There is an increasing demand for grapes of better, finer quality, and the Diamond promises to meet that demand. Very respectfully, GEO. T. POWELL.

PENN YAN, N. Y., July 24, 1891.

My "White Diamonds" are doing well and bearing a fine crop of fruit. After three observations of the Diamond, I am satisfied that the vine is, in every respect, *all that can be desired*, and the fruit of the very finest quality. My opinion, it is our very best white grape to grow, with possibly one exception, equaled or excelled by none. Truly yours, N. HYATT.

POMONA, Fla., July 18, 1891.

The Diamond White Grape Co.:

GENTS The Diamond White Grape vines, which I bought of you two years since, have given me entire satisfaction. They all lived, grew rapidly, fruited heavily this season; ripened from 10th to 15th June; perfect clusters, delicious flavor; sold at 30 cts. per lb. in this state; ripened about ten days earlier than my Niagaras.

Yours truly, HOLMES ERWIN.

STARKEY, N. Y., July 24, 1891.

Diamond White Grape Co., Rochester, N. Y.:

DEAR SIR—I am well pleased with the Diamond, so far. They are strong growers, foliage strictly healthy, clusters large and strong, and quality of fruit A. No. 1.

Yours truly, C. N. WIXOM.

THE RURAL EXPERIMENT GROUNDS,
River Edge, Bergen Co., N. J., July 29, 1891.

MY DEAR SIR—Our Moore's Diamond (two vines) are this year doing well. Foliage and berries free of mildew and rot.

Sincerely, E. S. CARMAN.

CLARENDON, Ark., July 28, 1891.

The Diamond White Grape Co., Rochester, N. Y.:

DEAR SIRS—The "Diamond White Grape" gotten of you about two years since is doing remarkably well. It seems well adapted to southern culture. We know of none more exempt from the many disadvantages which beset grapes in this climate.

Yours truly, WM. E. SPENCER.

SALEM, Oregon, August 5, 1891.

To the Diamond White Grape Co.:

DEAR SIR—I have been a nurseryman in Oregon for the last twenty-four years, and because of the peculiarities of this extreme northwestern climate (very few grapes doing well here) I have been all that time searching for the best grapes for Northern Oregon and Washington. As most of my customers were making homes here, I have tried nearly fifty varieties and have found only four or five kinds that did well here, and the Diamond is by far the best of the lot. The cold nights and cold rains of spring during time of blossoming seem to partially blast the blossoms, so that all such grapes as the Brighton, Eumelan, Crevelling, etc., do not fertilize, excepting now and then a scattering one on each cluster, drop off and bear no fruit. But it is not so with the Diamond. Every cluster was crowded full last year of the nicest grapes I ever tasted in any climate, and the vines are full again this year, although we have had a bad, rainy spring. The Eumelan, Crevelling, and even the little foxy Brandt, are full of mildew on my home lot, but the Diamond, growing within a few feet of them, is as bright and looking as healthy as if there were no such thing as mildew in the world. If any one wants a first class early grape, as hardy as the old Concord and Iona, from which it came, let them send for the Diamond. I believe it will grow in any climate, and on any soil, that any grape can grow. A man that wants a grape for family use had better pay a dollar a vine for it than to take any other grape vine as a gift. This is very candid judgment, after two years' experience with bearing vines. Respectfully,

O. DICKINSON.

ATLANTIC, Iowa, Aug. 15, 1891.

The Diamond Grape Co., Rochester, N. Y.:

GENTLEMEN—I see no reason yet to change my views, given you last fall, in regard to the Diamond Grape. It is proving itself to be one of our most valuable, and may yet take the lead in all white varieties for this section.

Very truly yours, SILAS WILSON.

SOUTH HAVEN, Mich., Aug. 3, 1891.

Diamond White Grape Co.:

DEAR SIRS—I planted the Diamonds received from you in the fall of '89, and they are fruiting this season for the first time. So far both plants and fruit have proved vigorous and hardy, and have been entirely free from mildew or other disease. I can, as yet, say nothing respecting the quality or productiveness; except that from the behavior, so far, I regard it as highly promising.

Yours respectfully, T. T. LYON.

SOUTH HAVEN, Mich., Aug. 3, 1891.

Diamond White Grape Co.:

GENTLEMEN—The Diamond is doing nobly with us this year; shall have a fine show of grapes on my vines; the quality is first rate.

Yours truly, O. BEEBE.

HAMMONTON, N. J., July 27, 1891.

The Diamond White Grape Co., Rochester, N. Y.:

GENTLEMEN—We have about 100 of the Moore's Diamond in fruiting, and they have made an excellent growth. This year we have a fine showing of Moore's Diamond, and they bid fair to make large, handsome bunches. The quality we consider equal to any grape we grow. Yours truly,

WM. F. BASSETT & SON.

A party writes us from Polk Co., Fla., June 4, 1891: "Now about the White Diamond, as I know you are much interested in it. We have now about ten beautiful bunches fully ripe, and some we had *o i the first* were pronounced by those who ate them to be a very superior grape in every respect. * * * * So far they are fourteen days ahead of any Niagaras that I have heard of being shipped in former seasons.

BRANTFORD, Ont., July 25, 1891.

White Grape Co., Rochester:

GENTLEMEN—The White Grape vine I received from you twelve months ago is making good growth. It is strong and healthy, and promises well.

Yours truly, H. S. BROUGHTON.

VINE VALLEY, N. Y., August 17, 1891.

The Diamond White Grape Co., Rochester, N. Y.:

The Diamond, as grown here, gives promise of being a valuable acquisition in the field of noble White Grapes. The vine is a healthy, strong grower, foliage good, a prolific bearer of fruit of high quality, maturing fully as early as the Delaware.

Yours, F. A. HIXSON.

GRAND ISLAND, Fla., June 30, 1891.

To the Diamond White Grape Co.:

It is with the greatest pleasure that I inform you of the success I have with the Diamond White Grape Planted only one year ago last March, the vines have borne quite heavily this spring. I have them growing side by side with Niagara White Grape, have given them the same care and attention, and found the fruit ripe the first week in June, just two weeks earlier than the latter. In taste and flavor there is very little comparison, the Diamond being far superior as a table grape.

Truly yours, GEO. ZELLHOFER.

TERMS FOR VINEYARD PLANTING.

Vines for one acre, fifty-five cents each.
" " from two to five acres, inclusive, fifty cents each.
" " " six to eleven acres, inclusive, forty-five cents each.
" " " twelve to eighteen acres, inclusive, forty cents each.
" " " nineteen to twenty-four acres, inclusive, 35 cents each.
" " twenty-five acres and over, thirty cents each.

Eight cents each at the time of planting and the balance from one-half the net proceeds of fruit when sold.

For information regarding vineyard planting, address

H. T. CHAMBERLIN, M. D.,

BROCKPORT, NEW YORK.

General Agent for the United States,

All other correspondence to be addressed to

THE DIAMOND WHITE GRAPE COMPANY,

ROCHESTER, NEW YORK.

RETAIL PRICES.

$1.50 each. $15.00 per dozen.

WITHIN you will find an explanation of our plan for selling your fruit. Commission Men, Dealers and Consumers, all unite in saying that our

MARKET SYSTEM,

is the most complete and comprehensive ever devised, not only for the sale of your

Diamond Grapes,

but for other varieties you may already have, together with your

APPLES, PEARS, PEACHES, PLUMS and QUINCES,

as well as for all other fruits and grains grown by our planters, You will find it to your advantage to carefully study and investigate the facts herein contained, whether you plant a vineyard or not.

THE DIAMOND WHITE GRAPE CO.,

ROCHESTER, N. Y.